ARK MEDIA GROUP

## *Advertising And Marketing Agency IN Northeast Wisconsin*

*We not only develop strategic messaging, we deliver it, too. That means when we come up with a great idea for a marketing campaign, we create the assets ourselves. We cut out the middle man to save you time and, ultimately, money. (You're welcome.)*

### ***Web***

Having a strong presence on the internet is as important to the success of your business as the quality of work your business does. In just about every industry, your website is the key component in relaying information to your audience. It's the primary way most consumers actually learn about what you do and how you are different from your competition. As a result, it's critically important to put as much emphasis on the design (and function) of your website as you would your physical space.

We don't just make pretty websites—though in our defense, they're pretty elegant—we make websites that work. Superb user experience with clear navigation paths and an even more clearly-communicated message are our hallmarks. All of our websites are rich in content and search engine friendly.

### **Video**

*It's not a major epiphany to say that video is a great way to tell your story. But video can only reach its full effectiveness when the message is spot-on and the production can kick the pants off your competition.*

When you take your company's brand message to market, clear and consistent articulation is essential. Likewise, the quality of delivery has a direct impact on the public's perception of your business. And the same is true for any type of video you need—promotional, training, corporate, industrial—

everything you create needs to be a rock-solid reference for the quality, dependability and personality of your business.

*We don't just shoot video. We create great concepts and intelligent scripts; we plan, edit and do all sorts of other complicated and crazy visual voodoo in our state-of-the-art video studio—all because we're passionate about showing your story in its Sunday best.*

**Digital Signage**

*The presence of a customer—or potential customer—in your office is one of your greatest opportunities to impress upon them your brand values. Unfortunately, more often than not, these opportunities go un-seized.*

*Digital signage offers an opportunity to make the most of these in-person interactions by visually stimulating them with your vision. This is one of our*

*most exciting offerings as we have the skills to not only spec and install the system, but the in-house visual design and technical development team to bring it to life like no other. We've done entire multi-branch organizations to multi-screen matrixes utilizing iPads, iPods, network triggers and even interactive RFID tags.*

**For more information please visit**

**http://www.arkmediagrp.com**